



## Reason Formula Introduced Field

KWIC version 4.1 has a new field on the Health Interview screen for infants called “Reason Formula Introduced.”

Reason Formula Introduced

- Client Never Breastfed
- Latch problems/painful
- Medical (mother or infant)
- Medication
- Milk Supply
- Other
- Personal choice
- Weight/nutrition of infant
- Work/school

We’ve had some questions about when and how to utilize this field, so we wanted to share with you its functionality:

- CPAs must answer this question for every infant who is not exclusively breastfed. The system currently goes by the age of the child on the date that formula was introduced. As time goes on, the field will be completed in “real-time” so the question will not need to be asked when the client is older.
  - Wondering how to ask in a non-judgmental way? Remember your non-verbal cues, and here is some language you can adapt:
    - I see that Johnny started formula in February. Help me understand/tell me more about what was going on at that time?
    - What was the reasoning behind providing formula?
    - WIC gathers information from clients on their reasons for offering formula so that we can better support our future clients. Can you please tell me more about the reason formula was introduced?
- Please limit the frequency that “other” is chosen from the drop-down list. If “other” is chosen, make a note indicating the reason.





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- Once entered, the reason will remain filled each time you open the Health Interview screen. The reason should never need to be changed once it is entered the first time – the client will show up twice on the report if it is changed.
- The report below is titled “Formula Introduced to Client Report.” The SA recommends LAs utilize this report to learn the main reasons why, and at what age, clients are introducing formula so that clinics can tailor their breastfeeding messaging with anticipatory guidance for the top reasons listed and improve breastfeeding duration rates.
  - For example, if a large proportion choose work/school, then the LA may want to ensure that women are provided resources during clinic about returning to work, develop a strategy so that women who are going back to work are contacted by a CPA/BFPC within a week or two of their return to provide additional support, and to work with local businesses to make sure they are supporting the working breastfeeding moms.

## Kansas WIC Program

### Formula Introduced to Client Report

From Date 02/01/2019 to 02/27/2019

Infants under 12 months at the time of Formula/Milk Introduced

Client Name

Client ID

Age Formula Introduced

Reason Formula Introduced

